



Florida

Annual Performance Report Workforce Information Grant PY 2015

i. Workforce Information Database (WIDb)

Florida populated the WIDb using version 2.6.1 of the file structure with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2015. The database continues to provide information for several internet-based delivery systems, including the Florida Research and Economic Information Database Application (FREIDA), the What People Are Asking (WPAA) system, and the Labor Market Statistics (LMS) website. The WIDb was used for data extractions for special requests from state and local workforce development boards and local economic development councils.

ii. Industry and occupational employment projections

Long-term projections were completed for Florida, 24 workforce regions, and all counties with employment above 100,000 for the year 2023. These projections are done on an annual basis in Florida even though they are only required every other year. Short-term projections at the statewide level were also completed as required by June 30, 2016, for 2017 using a 2015 base year.

Workforce boards determine jobs in demand using long-term projections and real-time LMI. LMS continued to post the Demand Occupations List data (in Excel) for use in program planning. Policy changes giving the workforce boards more flexibility to select demand occupations resulted in many contacts from the workforce regions on data use and availability.

iii. Annual economic analysis and other reports

Special workforce information products included: custom Census reports, customized maps, industry profiles, and economic impact studies. Specialized presentation slides were also prepared for workforce boards, economic development, and executive management of the Department of Economic Opportunity (DEO) and the Governor's Office. LMS staff answered 6,940 individual data requests/studies in PY 2015. All of these studies required customized responses.

LMS produced industry profiles for targeted sectors as requested by CareerSource Florida, Florida's state workforce board. These industry profiles support the development of linkages

between business, economic development, and workforce development partners, in order to attract and train for high-value industries.

Industry profiles were completed for:

- Aviation and Aerospace
- Life Sciences
- Financial and Professional Services
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry and occupational employment and wages in order to provide an overview of the industry as it relates to size, growth, wages, and training requirements.

iv. Customer consultations

Florida LMS maintains constant consultation with major customer groups by solicitation and feedback from executive directors of local workforce development boards, economic development organizations, and education partners. These consultations are by regular meetings, conference calls, presentations/workshops, webinars, and collaboration on joint projects. This has resulted in providing many more industry analyses and impact studies targeted to economic development planning in Florida.

Customer consultations and participation in policy and procedural workgroups has resulted in increased use of LMS data resources. This included developing custom projections for Florida College System (FCS) areas and posting these on the LMS website. The FCS is closely aligned with local business partners and economic development groups in their regions.

v. Activities undertaken to meet customer needs

Post products, information, and reports on the internet

This deliverable continues to play a critical role as LMS data users prefer on-line usage. LMS deploys: FREIDA, What People Are Asking (WPAA), in addition to the LMS website, Florida Wages (the Local Employment and Wages Information System), Regional Demand Occupations Lists (RDOLs), and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. Total website page views and downloads were over 1,800,000 in PY 2015. Website activity now comprises the majority of data and publications provided to customers and partners.

Customers used the LMS website more frequently than the other applications. The LMS website had 1,771,380 page views and downloads in PY 2015.

- Received the following views by product:
 - 6,388 page views for WPAA
 - 132,061 page views for the LMS website
 - 274,689 page views for FREIDA
- Website page views of products include:
 - 24,465 publications from the website
 - 6,767 maps and charts
- Website downloads of products include:
 - 62,683 publications from the website
 - 19,451 maps and charts
- LMS provides several types of continually updated maps on-line:
 - 116 commuting maps per year
 - 140 industry level change maps
 - 140 industry percent change maps
 - 36 unemployment rate maps

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from local workforce development boards, local economic development councils, education partners, and other customer groups. A total of 6,940 requests were logged into the LMS data request log in PY 2015, many of these were major projects listed below.

The following is a list of the major projects that were completed under this deliverable. Special studies continue to be one of the most important activities under the Workforce Information Grant (WIG). LMS received special requests for occupational and wage data, and Census-related requests for demographic data.

Labor Supply Studies

Labor supply studies for business recruitment are one of the more innovative products produced for Enterprise Florida, Inc. (EFI), the state's economic development entity, local workforce development boards, and for local economic development councils. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations. Related occupations are identified using O*Net.

The purpose of these studies is to provide an aggregate measure of available labor supply by area and industry. Available labor supply consists of all those currently working in the occupations demanded by the prospective employer, all those having completed training for occupations needed by the prospective employer, and all registered jobseekers looking for employment in occupations demanded by the prospective employer. Wage ranges are provided for each

occupation. A total of 30 labor supply studies were completed in PY 2015. These are high-demand, customized studies that require a fast turn-around cycle.

Regional/Special Group Reports

During PY 2015, LMS prepared monthly Help Wanted OnLine (HWOL) data sets for 24 local workforce development boards, along with a monthly statewide summary of online labor demand. In addition, LMS prepared customized reports of online demand for education, economic development, and workforce partners. Special HWOL reports for STEM occupations were also prepared for all local workforce development boards on a monthly basis along with a monthly statewide report.

Industry/Occupational Projections

LMS produced long-term employment projections for Florida, 24 workforce regions, and all counties with employment above 100,000 for the year 2023. Short-term projections to the year 2017 at the statewide level also were produced.

To determine jobs in demand LMS developed statewide demand lists for occupations requiring a Bachelor's degree and a Master's degree using BLS training codes and Florida Department of Education training codes. This is to help identify high demand/high skill/high wage occupations at the university level and to meet the needs of business (economic development). Occupational projections have been used to align State University System programs with workforce and economic development needs, as required by the Florida Legislature.

Maps

Mapping is a major service to support workforce and economic development. Over 120 special request map projects were completed. Special order maps included unemployment rates, commuters and residents for several counties, mile-radius commuting and business-relocation maps, employment density for selected industries, custom density maps for local economic development (selected industries), business locations in Enterprise Zones and Urban Job Tax Credit areas, natural disaster, public health emergencies, and small businesses for Enterprise Florida, Inc.

Occupational Licensing

LMS maintains a publicly-accessible database of all required occupational licenses in Florida, collating data from 14 different state agencies covering 219 occupational licenses which cross over to 300 different occupations.

vi. New tools and resources

During the past year, the Occupational Supply/Demand system has been upgraded to include additional interactive tools featuring wage and monthly job demand comparisons across regions. Staff at each CareerSource regional location is provided access to the system and technical support for integrated use in their current planning process. Additional development is being done to provide a public facing system that expands interactive reports focused on the career planning needs of jobseekers, parents, and students. The system uses real-time demand data from The Conference Board for short-term demand analysis and DEO projections of annual average occupational openings for long-term demand analysis. On the supply side, the system includes all sources of education data including public and private sources of enrollees and completers/graduates, in addition to job seekers registered at career centers.

vii. Efforts to create and support partnerships and collaborations

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. Labor Market Statistics maintained and enhanced collaboration with the State University System and College System. These products and services are described below.

Regional Demand Occupations Lists

LMS continued to maintain Regional Demand Occupations Lists (RDOLs) for use by workforce regions. A table with the updated projections was redeployed in January 2016 that allows the application of multiple filter criteria for the analysis of occupations. This will enable economic development and workforce regions to compare the same occupation across multiple geographies or for regions to analyze all occupations requiring postsecondary adult vocational education.

In addition, LMS assisted CareerSource Florida with the compilation, review, and labor market analysis of the local workforce development boards' requests for additions to the RDOLs.

LMS, under the state workforce board's direction, finalized the 2016-2017 regional RDOLs. These included some occupations suitable for statewide training due to high demand.

Presentations and Training

LMS continued to provide technical training and presentations for workforce, education, and economic development partners. Hundreds of people attended 13 LMS presentations and trainings.

State and Local Area Press Releases

Monthly state press releases are very comprehensive and include:

- Narrative release with tables
- Questions and answers
- Briefing paper for DEO Executive Director
- Positive indicators
- Charts on job creation for the state and nation
- Charts on unemployment rates for the state and nation
- Maps
- Recession graphs
- Cabinet report for the Governor covering growth industries (PowerPoint)

As a special service, LMS produces customized monthly press releases for all 24 of Florida's local workforce development board regions. These reports include data tables and narratives.

Posters and Print Media Publications

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 79,683 publications were distributed by mail, website downloads, and conference presenters in PY 2015.

Wage Conversion Posters (small and large) are produced and distributed annually, with Florida's new minimum wage posted prominently. Occupational Highlights brochures, with occupational forecasts statewide and for all 24 local workforce development boards, were also produced.

After a new printing of Career Posters, distribution continues for this item that remains popular with Career Centers and Florida schools. To aid middle-school career counselors, LMS updated and reprinted sets of Career Comics and continued the wide distribution of these popular sets.

In addition, the Resource Guide (a tri-fold brochure to inform the regions and the public about the resources and publications available from LMS) remains a popular item especially for distribution at conferences and seminars.

The Florida Pocket Card is a handy monthly publication containing Florida unemployment data and employment data by area and industry.

Current Employment Statistics (CES) Industry Maps show the percent and level change from the CES program by industry super sector for all published metropolitan statistical areas in Florida.

Strategic Partnerships

LMS continued to work with CareerSource Florida and launched a major initiative for analyzing skills gaps. A skills gap pilot was conducted in mid-2016 based on coordination with CareerSource Florida and CareerSource Broward. Another initiative with the Florida Children's Council was to develop career pathways for occupations in healthcare and construction. Data from O*Net databases was used to derive distance measures between occupations. A career lattice display was used to show the relationships.

On the national level, LMS continues to participate in the Projections Managing Partnership Board (PMP). LMS helped develop methodologies for adjusting base year employment estimates for inclusion in each update cycle. LMS staff provided training at the PMP Summit on these methodologies. Florida LMS continues to volunteer for testing PMP initiatives such as new separation rates. LMS continues to be a member of the LMI Training Institute and continues to support the Institute.

viii. Activities to leverage LMI-WI funding

LMS has leveraged additional Workforce Investment and Opportunities Act (WIOA) funds to help support local workforce development board reemployment activities (\approx \$400,000).

ix. Recommendations to ETA for changes and improvements to WIGS requirements

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 local workforce development boards. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards.

Modernization of the Local Employment and Wage Information System (LEWIS) would greatly facilitate delivery of data for economic development. For example, LEWIS does not have the capability to combine industries or geographic areas for economic development reports, and the confidentiality suppressions in the system are all based on single MSAs. This greatly limits the ability of states to analyze a single occupation or groups of occupations across geographic configurations that are of interest to economic development. LEWIS will also need additional funds to be reprogrammed for new BLS replacement rate methodology and the movement to an OES time series.

Best practices from individual states need to be better shared nationwide. ETA should remain engaged with BLS to understand data production and analysis capabilities of the states to support the Workforce System's goal of reemployment.